EAST - [02440T.wrp.1]

File Edit View Tools Window Help

Drafts
IS&R:
BRS:
IS&R:
Pending
Active
L1: (2) ("20010014865").PN.
L2: (1) 1 and (ad or advertise or advertising or advertisement or promotion or commercial or prom.
L3: (1) 1 and (motion or picture or motion-picture or (motion adj2 picture))
L4: (1) 1 and (digital)
L5: (0) 1 and (theater or theatre)
L6: (1) 1 and (questionnaire or question or questionning or questioning or questioned or inquiry)
L7: (1) 1 and (questionnaire or question or questionning or questioning or questioned or inquiry...
L8: (1) 1 and (register or registering or registration or registered or sign or sign-in...
Failed
Saved
Favorites
Tagged (0)
UDC
Queue
Trash

1 and (register or registering or
registration or registered or sign
or sign-in or sign-in)

#	Document ID	Issue Date	Pages	Title	Current OR	Current XRef	Retrieval C	Inventor
1	US 20010014865	20010816	34	Method and system for conducting a plurality of	705/1			Franke, Paul D.

EAST
WARD JOHNSON
2-5-2005

US-CL-PUBLISHED: 705/1

US-CL-CURRENT: 705/1

REFERENCE-FIGURES: 1

ABSTRACT:

A method and system for conducting multiple Internet-based
conventions, events,
conferences, trade shows and meetings ("conventions")
includes a plurality of
meeting planner clients, exhibitor/sponsor clients and
attendee clients, all
using web browser computers and a central website server on
the Internet. The
system receives and stores initial convention data, and
control parameter rules
from meeting planner clients. Then the system receives and
stores exhibit
booth display data and control parameter rules for said
convention from
exhibitor/sponsor clients. Based on search criteria
provided by the
participating attendee client, the central website server
releases stored
database convention information and provides a wide array
of convention
activity simulated with the program instructions and the
databases. Thus, the
system allows the creation of a "virtual convention venue"
for conventions that
exist only on the central website server and available
using the Internet.
Additionally, the system supports and augments a convention
being held in a
physical or venue-based center (e.g., Moscone Center in San
Francisco).

DOCUMENT-IDENTIFIER: US 20010014865 A1

TITLE: Method and system for conducting a
plurality of

                        cyber-based conventions

---------- KWIC ---------

Abstract Paragraph - ABTX (1):
   A method and system for conducting multiple Internet-
based conventions,
events, conferences, trade shows and meetings
("conventions") includes a
plurality of meeting planner clients, exhibitor/sponsor
clients and attendee
clients, all using web browser computers and a central
website server on the
Internet. The system receives and stores initial
convention data, and control
parameter rules from meeting planner clients. Then the
system receives and
stores exhibit booth display data and control parameter
rules for said
convention from exhibitor/sponsor clients. Based on search
criteria provided
by the participating attendee client, the central website
server releases
stored database convention information and provides a wide
array of convention
activity simulated with the program instructions and the
databases. Thus, the
system allows the creation of a "virtual convention venue"
for conventions that
exist only on the central website server and available
using the Internet.
Additionally, the system supports and augments a convention
being held in a
physical or venue-based center (e.g., Moscone Center in San
Francisco).

Summary of Invention Paragraph - BSTX (3):

[0003] The present invention relates to the field of networked computer
systems. Specifically, the present invention relates to the field of sharing
information in an Internet-based convention system.

Summary of Invention Paragraph - BSTX (5):
[0005] Convention, event, conference, trade show and meeting ("convention")
attendance for all parties involved ("clients") is currently a costly,
time-consuming process. Travel costs and the size of many conventions have
made gathering of information at a convention a much less efficient process.
For large conventions, there is a need for a systematic method of locating
exhibitors and retrieving information. The widespread availability of
computers with graphics capabilities and Internet connectivity makes it
feasible to use them to simulate various aspects of a convention to augment or
replace a visit to the physical conference location.

Summary of Invention Paragraph - BSTX (6):
[0006] Many attendees would like to attend a convention through the
convenience of the Internet and web-browser computers. Many professional
meeting planners working with associations or corporations would like to set up
and hold their conventions only on the Internet or to support or augment their
venue-based conventions. And, many exhibitor/sponsors would like to
participate at a convention through the convenience of the Internet.

Summary of Invention Paragraph - BSTX (7):
[0007] Until now, there has been no suitable way to enable these three
fundamental "clients" to participate with the full

functions of the convention
industry using the convenience of the Internet. The meeting planner client
needs to perform the central processing functions to load and control their
specific virtual convention, trade show or meeting. The exhibitor/sponsor
client needs to perform the processing functions to design, load and control
their specific exhibits and sponsor orders related to conventions, trade shows
or meetings that meet their specific marketing and participation criteria.
Finally, an attendee client needs a wide array of sensible convention functions
including: convention selection, association selection, conference search,
event search, show search, session and forum attendance and exhibit display
visits.

Summary of Invention Paragraph - BSTX (8):
    [0008] As of 1999, a variety of methods involving an attendee client viewing
exhibit booths in a virtual-only trade show or participating in a session and
forum have been implemented resembling an Internet-based convention. Despite
these resemblances, significant omissions were determined upon reviewing these
websites and comparing methods in terms of the invention.

Summary of Invention Paragraph - BSTX (13):
    [0013] Fundamentally, the sites appeared to place overall design emphasis
only on the trade show aspects and not the other important activities of the
complete convention. Attendee client methods were generally limited to simple
listings and displays of exhibitor information. A wide range of convention
activity simulated with the program instructions and the databases presented in

this invention were missing from the sites reviewed. By way of illustration,
no attendee client methods were demonstrated for call for papers, paper and
proceedings presentations, membership signup, or board and committee messages.
No attendee client methods were demonstrated for searching a wide range of
sessions and forums by subjects or a certain speaker, or searching a plurality
of conventions with extensive criteria. The exhibit content searches, when
offered, were very limited.

Summary of Invention Paragraph - BSTX (14):
   [0014] A complete industry-standard convention includes not only trade show
aspects of exhibitor booths, but also registration, sessions and forums,
special events, sponsor recognition, call for papers, paper and proceedings
presentations, general convention information, board and committee meetings,
helpful maps, hotel support participants, CVB support participants, etc. And,
three distinct and essential parties are involved in the activities to hold a
successful convention: 1) the meeting planner client, who defines, organizes,
and sets it up; 2) the exhibitor/sponsor client who exhibits products or
services, or sponsors the various aspects; and 3) the attendee client who
participates in the various functions. The robust activities of these three
parties that make up a complete industry-standard convention held in a virtual
convention venue were not demonstrated. Therefore, no altogether satisfactory
method has heretofore been available for conducting multiple Internet-based
conventions, events, conferences, trade shows and meetings.

Summary of Invention Paragraph - BSTX (15):

[0015] The most complete example of a single-specific convention site
coupled with solely "venue-based content-convention" was the IAAM 1999 Annual
Conference and Trade Show.   IAAM 1999 Annual Conference and Trade Show,
Internet address cyber-centre.com/98iaam, demonstrated only WYSIWYG convention
content information for a single-specific venue-based event.   There was a
simple list of exhibitors with a solitary front-end booth lobby graphic with
links to venue-based event information pages, but no exhibitor/sponsor client
booths.   No attendee client, meeting planner client or exhibitor/sponsor client
methods were demonstrated.

Summary of Invention Paragraph - BSTX (17):

[0016] The present invention advantageously fills the aforementioned
deficiency in the prior art by providing a method and system for conducting one
or more Internet-based conventions, events, conferences, trade shows and
meetings ("conventions") including the meeting planner clients,
exhibitor/sponsor clients and attendee clients, all using web browser computers
and a central website server on the Internet.   The invention includes a method
for conducting a convention by facilitating an exchange between meeting planner
clients and attendee clients.   This exchange includes electronically storing
convention content information at a central website, receiving selections for
convention content information from attendee clients, and releasing the
convention content information to the attendee clients. The system receives
and stores initial convention data, and control parameter

rules from meeting
planner clients. Then the system receives and stores exhibit booth display
data and control parameter rules for said convention from exhibitor/sponsor
clients. Based on search criteria provided by the participating attendee
client, the central website server releases stored database convention
information and provides a wide array of convention activity simulated with the
program instructions and the databases. Thus, the system allows the creation
of a "virtual convention venue" for conventions that exist only on the central
website server and available using the Internet. Additionally, the system
supports and augments a convention being held in a physical or venue-based
center (such as Moscone Center in San Francisco).

Summary of Invention Paragraph - BSTX (18):
    [0017] The present invention is a computer system and a method for the use
of computers for implementing an Internet-based, virtual convention venue. The
invention includes the computer implementation of functions associated with
conventions, described here as "cyber" functions. These computer-implemented
functions included attendee control, database capabilities for locating
convention information, a cyber exhibit booth display system, cyber sessions
and forums, cyber attendee profiler alerts, cyber meeting planner support
system, and cyber exhibitor and sponsor support system, and procedures for
making use of them via remote computers.

Summary of Invention Paragraph - BSTX (19):
    [0018] The computer system implementation also allows the creation of cyber

conventions that exist only virtually, based on the Internet. The computer
system can also be implemented to produce an on-line convention that is related
to a convention occurring at a physical location, referred to here as a
venue-based convention.

Brief Description of Drawings Paragraph - DRTX (13):
   [0030] FIGS. 10A-10J illustrate 10 sample exhibit booth displays used in
screen views and made from common Internet advertising ad banner sizes in
accordance with this invention.

Detail Description Paragraph - DETX (3):
   [0031] FIG. 1 is an overall system block diagram illustrating a convention
system 100 and presents a preferred embodiment of the present invention. In
this embodiment, a central website server 200 is linked up over an Internet or
a Web 104 to one of three separate client types implemented as standard web
browser computers: an attendee client 101, a meeting planner client 102, or an
exhibitor/sponsor client 103. A virtual convention venue transaction, such as
a web page display or database search query, can be initiated by any one of the
clients 101, 102, or 103 by means of a web browser computer. FIG. 1
illustrates the relationship of each type of client 101, 102 and 103, and their
respective computers, to the central website server 200. The information
required to implement the transaction is passed between any one of the clients
101, 102, or 103 through a web browser computer, and the central website server
200 until the transaction is complete. The central website server 200

processes and keeps track of all transactions in the
system.

 Detail Description Paragraph - DETX (4):
    [0032] The overall virtual convention venue process
normally begins with a
meeting planner client 102 who launches a standard web
browser software
program, such as Netscape Navigator.RTM. or Microsoft
Internet Explorer.RTM.,
and establishes connection with the central website server
200 across The Web
104. The central website server 200 performs the central
processing functions
to load and control the specific virtual convention, trade
show or meeting of
meeting planner client 102. Multiple meeting planner
clients 102 are depicted
in the diagram to represent an open-ended number of meeting
planner clients and
subsequent conventions, trade shows and meetings. The term
"meeting planner
client" is also used in a manner similar to current use in
the convention
industry to designate an individual (or association) that
organizes and manages
the convention, event, conference or trade show.

 Detail Description Paragraph - DETX (5):
    [0033] Next, the exhibitor/sponsor client 103
establishes connection with
the central website server 200 across The Web 104. The
central website server
200 performs the processing functions to design, load and
control the specific
exhibits and sponsor orders related to specific virtual
conventions, trade
shows or meetings of exhibitor/sponsor to client 103.
Multiple
exhibitor/sponsor clients 103 are depicted in the diagram
to represent an
open-ended number of exhibitors and sponsors and subsequent
exhibitor booths

and advertising. The term "exhibitor/sponsor client" is
also used in a manner
similar to current use in the convention industry to
designate an individual or
business organization that exhibits booths at a convention,
event, conference
or trade show; or, is a sponsor of such.

Detail Description Paragraph - DETX (6):
   [0034] Finally, an attendee client 101 establishes
connection with the
central website server 200 across The Web 104. The central
website server 200
now performs the functions of database query and page
display processing
including: convention selection, association selection,
conference search,
events search, show search, session and forum attendance
and exhibit display
visits. Again, multiple attendee clients 101 are depicted
in the diagram to
represent an open-ended number of convention, trade show
and meeting attendees.
The term "attendee" is also used in a manner similar to
current use in the
convention industry to designate an individual that attends
a convention,
event, conference, or trade show.

Detail Description Paragraph - DETX (8):
   [0036] FIG. 2 illustrates a block diagram of the central
website server 200
implemented as a standard computer file server capable of
high-volume web
initiated transactions. As shown in FIG. 2, the central
website server
includes a central processor unit or CPU 230, RAM 210, ROM
220, network
interface 250, and data storage device 240. The data
storage device 240
includes virtual convention venue databases 300, as well as
virtual convention
venue program instructions 400 for CPU 230. CPU 230 is

connected to each of
the computer elements of the central website server 200.

Detail Description Paragraph - DETX (9):
    [0037] CPU 230 may comprise a conventional high-speed processor capable of
executing program instructions to perform the functions described herein.
Although the central website server 200 is described as being implemented with
a single CPU 230, in alternative embodiments the central website server 200
could be implemented with several processors operating in parallel or in
series. Similarly, the other components of the central website server 200
could be expanded to handle larger volumes of web-initiated transactions and
accommodate several different communication protocols.

Detail Description Paragraph - DETX (10):
    [0038] The use of a CPU 230 in conjunction with ROM 220, RAM 210, a data
storage device 240 and network interface 250 to The Web 104 is well known to
those skilled in the art of computer file server website design.

Detail Description Paragraph - DETX (64):
    [0092] FIG. 4 illustrates a block diagram of the virtual convention venue
website program instructions 400. CPU 230 (FIG. 2) is programmed with program
instructions 400 using standard website programming languages such as HTML,
CFML, Javascript, or CSS, and executes various functions described in
connection with FIGS. 5-9. These program instructions 400 can comprise, but
are not limited to, flow control, web page display or a search query to the
virtual convention venue databases 300 initiated by any one of the clients 101,

102, or 103 by way of web browser computers, to which information is
transmitted in response. The use of program instructions 400 in conjunction
with relational databases 300 on a central website server 200 is well known to
those skilled in the art of computer programming and website design. These
program instructions 400 comprise the information input, processing and output
procedures including but not limited to receiving queries, control parameters
and content information from any of the three client types, processing in terms
of differentiating and storing the information, and releasing appropriate and
formatted information. Described in simplest terms, the attendee client global
searches and control program instructions 500 on the central website server 200
assists the attendee client 101 in determining what conventions are appropriate
for their participation, "registering" and "attending" a convention in the
virtual convention venue databases 300. The term "attendee" is also used in a
manner similar to current use in the convention industry to designate an
individual that attends a convention, event, conference, or trade show. The
attendee client global searches and control program instructions 500 are
described in greater detail in connection with FIG. 5.

 Detail Description Paragraph - DETX (65):
    [0093] The meeting planner client support program instructions 800 on the
central website server 200 assists the meeting planner client 102 in setting
up, organizing, and controlling a convention in the virtual convention venue
databases 300 linked up over The Web 104. The meeting planner client support

program instructions 800 are described in greater detail in connection with
FIG. 8.

Detail Description Paragraph - DETX (68):
[0096] Block 600 in FIG. 4 illustrates the program instructions on the
central website server 200 associated with flow control, web page display or
query to the virtual convention venue databases 300 with respect to a 100%
"cyber-based" convention. The computer system implementation allows the
creation of cyber conventions that exist only in virtual reality, based on the
Internet. It is important to note that the program instructions 600 may be
configured to execute only IF the convention defined in conventions database
350 is only 100% cyber-based e.g., not a convention also being held in a
physical (venue-based) center such as The Moscone Center in San Francisco
(venue-based convention). The attendee client 101 now has a wide array of
convention activity simulated with the program instructions and the databases.
These activities are described in greater detail in connection with FIG. 6.

Detail Description Paragraph - DETX (69):
[0097] Block 700 on FIG. 4 illustrates the program instructions on the
central website server 200 associated with flow control, web page display or
query to the virtual convention venue databases 300 with respect to a
"cyber-based" convention augmenting a venue-based convention. The computer
system implementation allows the creation of a cyber convention available to
attendees at any time before, during, or after a venue-based convention.

Again, the program instructions 700 may be configured to execute with or in
support of a venue-based convention. The attendee client 101 has a wide array
of activity simulated with the program instructions and the databases. These
activities are described in greater detail in connection with FIG. 7.

Detail Description Paragraph - DETX (72):

[0099] System 100, through the computer programs 400 described below and the
interaction with the virtual convention venue databases 300 on the central
website server 200, provides the method and apparatus for conducting multiple
Internet-based conventions. Because of modem relational database storage
capabilities and the database design presented herein, it is important to note
that the invention accommodates, simultaneously, a number of conventions,
meeting planner clients, exhibitor/sponsor clients, attendee clients,
exhibitor/sponsor booths, sessions and forums, technical or professional
papers, proceedings documents, and CVB hosts.

Detail Description Paragraph - DETX (73):

[0100] FIG. 5 illustrates a sitemap flow diagram of the attendee client
global searches and control program instructions 500 in accordance with one
embodiment of the invention. From the virtual convention venue homepage 501, a
prototypical top-level programming control point in website design, the
attendee client global searches and control program instructions 500 provide a
wide array of search entry points into the virtual convention venue databases
300 and dive-down/branch control to additional program instructions as depicted

in FIG. 5. The term "dive down/branch control" refers to the capability of the
program to execute a portion of the program instructions in response to a user
selection choice, and to the configuration of the program so that smaller
portions so executed are nested within larger portions so executed. The
attendee client 101 has several major selection choices with follow-up database
query and page display processing including: convention selection 505,
association selection 510, conference search 515, events search 520, trade show
search 525, cyber exhibits 530, sessions and forums 535, or convention and
visitor bureau ("CVB") host sponsors 540. Each of these programmed selection
choices has special search and database list or follow-on processing
capabilities.

Detail Description Paragraph - DETX (80):
    [0105] Query What conventions are being held in Orlando (city), or Florida
(state or province)? Response This query results in a list of all Orlando
conventions. Sub-queries What upcoming "bar association" conventions are being
held in "Orlando"? What upcoming "bar association" conventions are being held
with The Web 104 being the geographic location? What "bar association"
conventions are being held "on The Web" at the virtual convention venue?
Response These queries result in lists of all "bar association" conventions
being held in Orlando or only on The Web 104.

Detail Description Paragraph - DETX (105):
    [0124] The cyber exhibits and cyber exhibit booth display 530 program
instructions process provides query search options of the

virtual convention
venue databases 300 and resultant pathway(s) to the cyber exhibitor booths
display program instructions process. A "cyber exhibit" or "cyber exhibit
booth" is a unique web browser page display layout providing a show,
demonstration or presentation of products and/or services made up of an
open-ended number of common Internet advertising ad banner sizes arranged to
appear similar to physical display booths used in the convention industry. The
term "cyber" defines this overall display layout and viewing of the advertising
ad banners from the virtual convention venue databases 300 accessed via the
invention.

  Detail Description Paragraph - DETX (106):
    [0125] The "exhibits" or "exhibit booths" used in the invention are made up
of "panels" illustrated in FIGS. 10A-10J. The panels may be common Internet
advertising ad banner sizes such as full banner, full banner with vertical
navigation bar, half banner, square banner, vertical banner, button #1, button
#2, and micro button. Each panel can also represent a major display venue in
which each panel can bridge the attendee client 101 to various promotional page
venues such as the full exhibitor brochure, multiple and rotating digital
photos of products, or video clips.

  Detail Description Paragraph - DETX (110):
    [0128] Query Show me the "Nike" cyber exhibit booths. Response The
invention finds the Nike.RTM. Activewear booth (showing golf wear) from the
National Golf Foundation Annual Convention in Chicago, finds another Nike.RTM.

Activewear booth from the National Youth Sports Coaches Association Fall
Meeting in Orlando, finds the Nike.RTM. Skates & Ice Hockey Equipment booth
from the Ice Skating Institute of America Show in London, and finds the
Nike.RTM. Basketball Shoes booth from the Athletic Equipment Managers
Association convention being held totally/only on The Web 104 at the virtual
convention venue 100. These cyber exhibit booths are displayed in a special
Nike.RTM. exhibition for the attendee client 101.

Detail Description Paragraph - DETX (120):
[0135] The sessions and forums 535 selection program instructions process
provides query search options of the virtual convention venue databases 300 and
resultant pathway(s) to cyber session 620 program instructions process or cyber
forum 625 program instructions process of the 100% cyber-based convention 600
or to the sessions 720 program instructions process or forums 725 program
instructions process of the venue-with-cyber convention 700. A "cyber session"
or "cyber forum" is a unique 100% Internet-based session or forum application.
A "venue-based session" or "venue-based forum" is a standard venue-based
convention listing of sessions and forums.

Detail Description Paragraph - DETX (132):
[0143] The association level direct entry 550 program instructions process
defines a direct path for a specific convention for a participating
association. In this way the meeting planner of the association can advertise
a direct web address to the official convention welcome page for the
convention. In other words, this process is designed to go

around the "query
search" front-end process, because the attendee client 101
is directed right to
a specific convention. For example,
"americanbar.conventionnet.com" can be
defined in the invention by webmaster direct programming
and the attendee
clients 101 can be directed (by advertising or by a link
from the participating
association) or "started" at the specific or official
convention welcome page
of the American Bar Association Annual Convention.

 Detail Description Paragraph - DETX (133):
     [0144] The past attendee direct entry from interest
profiler alert
generation control 560 provides a program-generated
alerting via standard
Internet electronic mail systems to "past" attendee clients
101, about new
conventions on the virtual convention venue system 100.
The program
instructions 400 tracks interests of the attendee clients
101 at various
points--during cyber exhibits registration, during
convention registration,
just visiting a booth, attending a session or participating
in a forum. This
interest tracking is termed the "interest profiler". The
invention
periodically checks through a batch processing function the
past "attendee
interest profile" against new conventions, sessions, forums
and exhibit booth
"themes", "subjects" and "key words", and generates
electronic mail to the past
attendee to now visit the virtual convention venue system
100--with appropriate
matched approaches to link or direct the past attendee to
the correct level or
record in the virtual convention venue databases 300--the
convention, session,
forum or exhibit booth. Optionally, other batch functions

accumulate numerical
information and generate numerical and statistical reports from the virtual
convention venue databases 300. The batch processing programming functions,
operating in the background of the central website server 200, are not depicted
on the sitemap flow diagrams shown in FIGS. 5 through 9.

Detail Description Paragraph - DETX (135):
    [0146] From the convention welcome page 601, the 100% cyber-based convention
600 program instructions provide a <u>wide</u> array of processing using the virtual
convention venue databases 300 to simulate attendance at a specific convention.
The cyber convention is specific and defined. "Dive down" or sub-processing
within this section is limited to the specific convention (e.g., "American Bar
Association Meeting on Litigation", "American Bar Association Annual Meeting",
or "Pittsburgh Bar Association Contracts Forum"). The attendee client 101 has
several major selection choices with follow-up database query and page display
processing including a convention welcome message 605, registration desk 610,
cyber/exhibit booths 615 with display, cyber sessions 620, cyber forums 625,
sponsors list 630, call for papers 635, papers and proceedings presentations
640, cyber broadcast schedule and events 645, and sponsor opportunities 650.
Each of these programmed selection choices has special search and database
list, dive-down program flow control, <u>web</u> page display or follow-on processing
capabilities as further described below.

Detail Description Paragraph - DETX (136):
    [0147] The welcome message 605 program instructions displays from the

virtual convention venue databases 300 the specific convention overview
information such as and including a director message, welcome information,
overall dates of the meeting, and meeting theme. The specific convention
information would have already been set up or entered in the invention by the
meeting planner client 102 through meeting planner client support--program
instructions 800 (described below). Dive-down program flow control is provided
to specialized convention information such as common web browser program
"plug-ins and downloads" (e.g., IPIX.RTM., RealPlayer.RTM.) needed to assist in
supporting the display and programming of the cyber convention, the cyber
sessions or forums, cyber broadcast events, or cyber exhibit booth displays.

 Detail Description Paragraph - DETX (137):
    [0148] The registration desk 610 program instructions directs the attendee
client 101 to register for services of the specific convention. Based on
registration policies and fee amounts and other registration control parameters
contained in the virtual convention venue databases 300 (set up or loaded by
the meeting planner client 102 in meeting planner client support--program
instructions 800) the attendee client 101 follows the program flow control and
web page display instructions. The program processes the registration
information obtained from the attendee client 101. For example, cyber exhibit
booth display 615 "attendance" may be "free" or the attendee client 101 can pay
via a credit card or other Internet common payment approaches. Similarly,
registration policies and fee amounts with program flow

control can affect
"attendance" at cyber sessions 620, cyber forums 625, cyber
broadcast events
645, or other areas as program controlled by the
registration policies and fee
amount fields.

Detail Description Paragraph - DETX (141):
   [0152] As noted before, the "exhibits" or "exhibit
booths" used in the
invention are made up of "panels" as illustrated in FIGS.
10A-10J. The panels
are the common Internet advertising ad banner sizes such as
fall banner, full
banner with vertical navigation bar, half banner, square
banner, vertical
banner, button #1, button #2, and micro button. Each panel
can also represent
a major display venue--where each panel can bridge the
attendee client 101 to
various promotional page venues (e.g., the fall exhibitor
brochure, multiple
and rotating digital photos of products, or video clips).
The attendee client
101 can click on any and all panels.

Detail Description Paragraph - DETX (144):
   [0155] For the cyber sessions and forums, interactive
processing or
participation by the attendee client 101 is provided with a
common
join-the-forum Internet chat-room-type control with
"subject" word categories
or specific subject areas, with or without time attendance
schedules. Also,
the interactive processing or participation by the attendee
client 101 to
join-the-session/forum common Internet video conferencing
with specific subject
areas and time attendance schedules can be provided. An
example of "cyber
forum" is "The Blame Excuse Defense" with Professor Alan
Dershowitz hosted by

the "American Bar Association Annual Meeting", 8:00 pm to 10:00 pm EST. The
attendee client 101 is invited to join in.

  Detail Description Paragraph - DETX (147):
    [0158] For medical or technical conventions, the call for papers 635 program
control and page displays provides the attendee client 101 a process to submit
a "technical paper" for consideration by the editorial professionals of the
association which would be the meeting planner client 102. The "paper", once
placed in the virtual convention venue databases 300, can be a wide arrange of
common Internet electronic presentations including multimedia information such
as video, movies, photographs, and audio.

  Detail Description Paragraph - DETX (150):
    [0161] The cyber broadcast schedule and events 645 program control and page
displays list the Internet broadcasts and provides further procession for
allowing the attendee client 101 to "sign up". A registration check is made to
assure proper access, based on registration policies and fees set up by the
meeting planner client 102. These cyber broadcasts use common Internet
broadcast technology, however the broadcasts are specific in the invention in
terms of a tie or relationship to the specific convention in the virtual
convention venue databases 300. Fees and policies concerning the attendee
client 101 participation or viewing the cyber broadcast can be set up by the
meeting planner client 102 in meeting planner client support--program
instructions 800.

  Detail Description Paragraph - DETX (153):

[0164] FIGS. 7A and 7B illustrate a sitemap flow diagram of venue-based
conventions with cyber conventions with cyber exhibit booth display, and cyber
sessions and forums--program instructions 700 in accordance with one embodiment
of the invention. In the above discussion of FIG. 5, the title of this
programming area was simplified and shortened to "venue-with-cyber convention
700". The invention now allows the visitation by the attendee client 101 of a
cyber-based convention that is available anytime before, during, or after a
venue-based convention (e.g., Moscone Center in San Francisco). The attendee
client 101 now has a wide array of specific convention information provided and
activity simulated through the program instructions and the databases. It is
important to again note that this programming control section, in terms of
programming and displays, is only used IF there is joining or combinations of
venue-based conventions WITH cyber conventions. This provides all parties
involved the ability to register and attend the venue-based convention AND/OR
the cyber convention.

Detail Description Paragraph - DETX (154):
[0165] From the convention welcome page 701, the venue-with-cyber convention
700 program instructions provide a wide array of processing using the virtual
convention venue databases 300. The convention in this programming control
section is again specific and defined. "Dive down" or sub-processing within
this section is limited to the specific convention (e.g., "American Bar
Association Annual Meeting on Litigation held at the Moscone Center in San

Francisco) using this virtual convention venue, the attendee client 101 has
several major selection choices with follow-up database query and page display
processing including a convention welcome message 705, registration desk 710,
exhibits 715 with display, sessions 720, forums list 725, sponsors list 730,
membership 735, call for papers 740, papers and proceedings presentations 745,
cyber broadcast schedule and events 750, and sponsor opportunities 755. Each
of these programmed selection choices has special search and database lists,
dive-down program flow control, web page display or follow-on processing
capabilities as further described below.

Detail Description Paragraph - DETX (155):
[0166] The welcome message 705 program instructions displays from the
virtual convention databases 300 the specific convention overview information
such as and including a director message, welcome information, overall dates of
the meeting, meeting theme, as well as venue-based convention information. The
welcome message 705 logically expands to point 707 on FIG. 7B to depict the
expanded role of the welcome message 705. The welcome message 705 program
instructions displays from the virtual convention venue databases 300. The
specific convention information would have already been set up or entered in
the invention by the meeting planner client 102 through meeting planner client
support--program instructions 800 (described below). Dive-down program flow
control is provided to specialized convention information such as common web
browser program "plug-ins & downloads" needed to assist in supporting the

display and programming of the cyber convention, the cyber sessions or forums,
cyber broadcast events, or cyber exhibit booth displays. Venue-based
information programming on FIG. 7B includes general convention information 760,
board and committee messages 765, venue-based exhibitor floor maps 770,
venue-based session maps 780, and venue maps 785.

Detail Description Paragraph - DETX (161):
    [0172] Returning to FIG. 7A, the registration desk 710 program instructions
directs the attendee client 101 to register for services of the cyber OR
venue-based convention. Based on registration policies and fee amounts
contained in the convention venue databases 300 which are set up or loaded by
the meeting planner client 102 in meeting planner client support - program
instructions 800, the attendee client 101 follows the program flow control and
web page display instructions. For example, cyber exhibit booth display 715 OR
the venue-based center "attendance" may be "free" or the attendee client 101
can pay via a credit card or other Internet common payment approaches.
Similarly, registration policies and fee amounts with program flow control can
affect "attendance" at sessions 720, (in either cyber sessions or venue-based
sessions) forums 625, in either cyber or venue-based sessions, or other
convention areas as program controlled by the registration policies and fee
amount fields.

Detail Description Paragraph - DETX (167):
    [0178] The membership 735 program control and page display directs the
attendee client 101 to "join" the association that is

holding the specific
convention. A wide selection of association membership-
type information from
the virtual convention venue databases 300 is provided.
Become a member 736
program control and processing is similar to the
registration desk 610 program;
links are provided. Membership fees and policies
concerning the attendee
client 101 joining the association is set up by the meeting
planner client 102
in meeting planner client support--program instructions
800.

 Detail Description Paragraph - DETX (189):
    [0200] FIG. 9 illustrates a sitemap flow diagram of the
exhibitor/sponsor
client support--program instructions 900 in accordance with
one embodiment of
the invention. The exhibitor and sponsor services 905
program instructions now
allow the prospective exhibitor/sponsor client 103 to
review a sales
demonstration of a fully loaded "showcase sample" of
exhibitor booths. The
system then provides the exhibitor/sponsor client 103 the
dive-down program
flow control to initially select and order the booth style,
choose various
decorator services, and then build the "panels", in FIGS.
10A-10J using common
Internet advertising ad banner sizes and later change,
using information
provided by exhibitor/sponsor client 103, the exhibit
booths and sponsor level
support in the virtual convention venue databases 300 for
one or many
conventions. "One or many" is used here in the invention
to specify the
capability of the exhibitor/sponsor client 103 to place an
exhibit booth order
across multiple conventions in the virtual convention venue
databases 300.

This is further described below.

Detail Description Paragraph - DETX (193):
[0204] The booth decorator services 925 program instructions provide the
capabilities to order the website host organization to assist with the
technical aspects of the exhibitor booth. Decorator services is used here
similar to the convention industry. The website host organization can offer a
wide array of services such as digital photography, scanning, signage and other
communication-type services to assist in assuring the exhibitor booth meets the
needs of the exhibitor/sponsor client 103.

Detail Description Paragraph - DETX (198):
[0209] FIGS. 10A-10J illustrate 10 sample exhibit booth displays used in
screen views and made from common Internet advertising ad banner sizes in
accordance with this invention. The "exhibits" or "exhibit booths" used in the
invention are made up of "panels" and arranged to appear similar to physical
display booths used in the convention industry. The panels are the common
Internet advertising ad banner sizes including full banner, full banner with
vertical navigation bar, half banner, square banner, vertical banner, button
#1, button #2, and micro button. Each panel can also represent a major display
venue, where each panel can bridge the attendee client 101 to various
promotional page venues such as the full exhibitor brochure, multiple and
rotating digital photos of products, or video clips.

Detail Description Paragraph - DETX (200):
[0211] Because the common Internet advertising ad banner sizes are used, it

is important to note that an open-ended number of booth
styles can be made up.
Also, advertising industry standard ABC and BPA
International audit measurement
is tracked in the virtual convention venue databases 300
concerning attendee
client 101 visits at the booth or click-throughs from the
panels for later
reporting to the exhibitor/sponsor client 103, or for
billing purposes. Fees
and policies concerning the attendee client 101 visit
measurement and billing
of the exhibitor/sponsor client 103 can be set up by the
meeting planner client
102 in meeting planner client support--program instructions
800.

 Detail Description Paragraph - DETX (202):
    [0212] The description of the invention set forth herein
is illustrative,
and does not limit the scope of the invention as set forth
in the following
claims. Variations and modifications of the embodiments
disclosed herein are
possible. For example, various web browser computer or
"information appliance"
types, various web browser software programs, various real-
time communications
protocols, various relational database systems, and various
website programming
languages may be used. Also, the programming method steps
set forth are
presented to the reader from a linear or sequential-
explanation viewpoint for
best understanding; in the invention the steps are quasi-
reentrant (e.g., good
website application programs are written to "start" almost
anywhere). Finally,
the various convention content and control parameter fields
can have an
unlimited number of programmer definitions and are also not
meant to be
limited. These and other variations and modifications of

the embodiments
disclosed herein may be made without departing from the
spirit of the invention
and from the scope of the invention as set forth in the
following claims.

PGPUB-DOCUMENT-NUMBER: 20010014865

PGPUB-FILING-TYPE: new

DOCUMENT-IDENTIFIER: US 20010014865 A1

TITLE: Method and system for conducting a
plurality of
                          cyber-based conventions

PUBLICATION-DATE: August 16, 2001

INVENTOR-INFORMATION:
NAME   CITY
STATE   COUNTRY   RULE-47
Franke, Paul D.   Venetia   PA
US

ASSIGNEE-INFORMATION:
NAME   CITY   STATE
COUNTRY   TYPE CODE
Software Management,
02
Inc.

APPL-NO: 09/ 809595

DATE FILED: March 15, 2001

RELATED-US-APPL-DATA:

   child 09809595 A1 20010315

   parent continuation-in-part-of PCT/US99/31285 19981230 US
UNKNOWN

   non-provisional-of-provisional 60114128 19981230 US

   non-provisional-of-provisional 60114396 19981231 US

INT-CL: [07], G06F017/60